



before you,  
now us

Volunteer for a cause not for applause!

# Businessplan

## Company profile

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Our business will be a free service to help our local community taking care of elderly people with youth volunteering. Our work is based on the identification of the needs of the elderly in our region (example: loneliness, physical disabilities, ...) and, by volunteers lend help.

Our company it's focused in Portugal elderly people, we can help in several ways like give them food, give them bath, cleaning their mess, etc... The people that we will help will be around 60 years old or less if the person have some disease or difficulties.

## Legal form

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We chose the name "Before you, Now us" for the association because it reflects the mutual help between generations.

In a simplified way, the name suggests a symbiotic union between the young volunteers and the elderly, therefore the transition of the pronome "you" to "us".

Considering that the association pretends, through the volunteering of students, to help elderly people that live in nursing homes or alone, we consider that this name couldn't be more adequate.

Legal form (nonprofit association)

Therefore, legally, this association presents itself as a non-profit organization. This choice was given essentially because the main idea is to serve the community and the social causes.

Advantages:

Sense of fulfillment:

The principal advantage of a nonprofit organization is, indeed, the personal fulfillment that every volunteer experiences from contributing to make a positive difference in the world. This sense of fulfillment leads to highly motivated employees.

Limited liability:

The employees of a nonprofit association aren't personally liable for the nonprofit's debts. If the company were sued by a person, no employee would be considered responsible, they only responsible would be the corporate entity.

Tax exemption/deduction

With the statue of a non-profit organization, the company is exempt from the payment of corporate income tax. That means that all the contributions that the company revives are tax-deductible.

Formal structure:

A nonprofit organization is a legal entity in its own right and separately form. Its founders stand up by a mission above all their personal interests.

Public and private incentive:

A non-profit organization receives donations from individuals and corporations (tax-deductive) that help to support the company.

## Location

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The association's headquarters is located in "Casa das Associações", Avenida Dr. Renato Araújo 441, 3700-214 São João da Madeira.

"Casa das Associações" allows many associations that don't have the possibility of possessing their own headquarters to use that space for that purpose.

Therefore, there are many associations, such as: Associação Cultural Alão de Morais, Associação Cultural e Recreativa "É Bom Viver", Associação de Cegos e Amblíopes de Portugal, Associação de Rádio Táxis de S. João da Madeira, Associação Portuguesa Shaolin-Si, Associação Sanjoanense de Artes Marciais, Delegação da Ordem dos Advogados de S. João da Madeira, Federação Concelhia das Associações de Pais, Lyons Club de S. João da Madeira, Núcleo da Liga Contra o Cancro, Núcleo de Árbitros de Futebol de S. João da Madeira, Núcleo Regional de Aveiro da Associação de Professores de Matemática, Rancho Regional Laborânia, Real Sociedade da Praça e Rotary Club de S. João da Madeira, that share a part of the Transportation Coordinator Center, all with the same purpose, having a headquarters to the respective association.

This is in fact the best place for the headquarters of our association not only because it's a functional space for associative work, but also because it's located in our town, making all of our necessities easy to solve.

## Management (arial 16)

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### **Company Culture**

Our vision: A just world without poverty.

Our mission: To inspire and develop the volunteers of tomorrow.

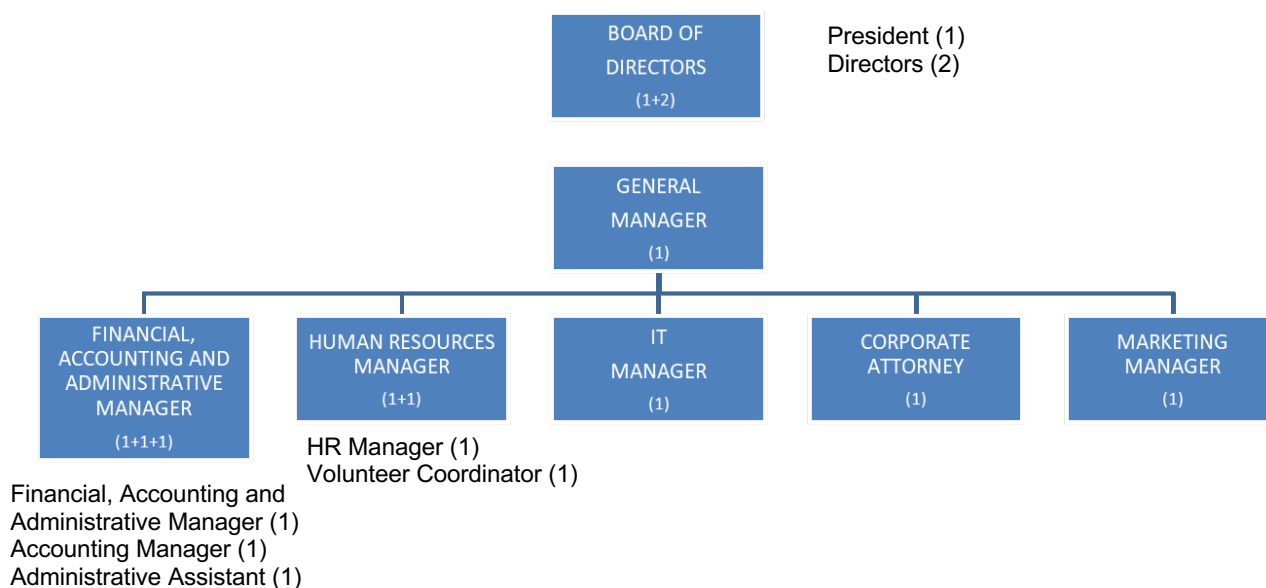
### **Four pillars that determine the staff:**

Driven Purpose, Systematic Creativity, Clutch Power, Action Ability.

### **The values:**

Creativity, fun, learning, caring, quality.

### **Company Structure**



Our volunteer recruitment process aims to provide applicants with the information they need to find the right volunteer role for them. It also reflects the significance of our volunteers and ensures we meet our obligations in matching volunteers to roles within the organizations that need them.

The opportunities we provide are advertised in our website and in our social networks. If people see a role that matches their interests, skills and availability they can send us an email saying that they are interested.

If applicants wish to proceed, they will go to an interview with the Human Resources Manager. The interview is where the Manager assesses their suitability for the role.

If the application is successful, volunteers will complete a form about the company's policies that contains important information.

Once everything is complete, the start date will be negotiated with the Volunteer Coordinator.

## Marketing

For our association to work we need to attract people who have money, people who want to help and people who need our help. Who are these people, why do we want to reach them and how do we want to do it? These are the questions that will be answered in this marketing plan.

Now the question is: How do we attract this people?

The first way to do it is by using the internet and technology. We should start by using the social media, creating pages on facebook, instagram, twitter, etc... and spreading our work and message through there, that way we can reach people who may volunteer, people or companies who may sponsor us and people that know someone who may need our help. Using social media will also make it easier for people to contact us. We will create a website where we can tell people who we are, what we do, how we do it and why are we doing this. Through our website we can

also let people contact us, sponsor us and leave their opinion on our work by leaving our e-mail, phone number, social media links, bank account information and a comment section. We should use both the website and the social media to give updates on what we are doing.

We are going to make flyers, business cards and posters that will be spread/given through the city. These can possibly attract all of our target audience. We are also going to make t-shirts, caps, pins and cloth bags to be used by the volunteers during the association's activities and to sell for fundraising. These items, mostly the cap, can also be used to identify the elderly during the activities.

We want to attract youngsters for volunteering so the best way to tell them about our association and how they can help and join us is through schools. We should go to schools and make awareness speeches, sharing the experiences of the volunteers and the elderly, to big groups or activities with smaller groups like classes.

To attract sponsors it would be better if we talked to the person or representative of the company face to face by arranging meetings. To convince them to sponsor us we should tell them about social value, as well as the economic advantages and possibilities like publicity. As it's written before, if we use companies from the geriatrics area for materials, if we use their material we are already advertising them. They can also donate us part of the IRS. If they donate to us they won't lose that much money because of the Patronage Law, which reduces the taxes.

Another way of attracting volunteers we found was by organizing an arts festival made by other volunteers, making workshops and paid activities for fundraising as well.

We are also looking forward to work with local communitary associations like Ecos Urbanos and Santa Casa da Misericórdia and use them as means to get more volunteers and get to people who need our help.

## Product or service

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The objective of the company "Before You, Now Us" is offering help to elderly people in our local community through the collaboration of young volunteers. The volunteers will offer their help mainly in nursing homes and to elderly people who live alone, have diseases or difficulties.

The services given are the following:

- Help with their needs and daily tasks – cleaning the house, do the groceries, serving food...
- Entertainment – reading books, playing games and other activities, go for a walk, chat with them...

Besides helping the elderly people these services allow them and the young volunteers to connect and learn with one another.

Before the volunteers get in action, the organization provides them training sessions, for them to know how to deal with the elderly, especially the ones with incapacities in need of special help and how to deal with unforeseen situations.

Then the company makes a split of the tasks according to the preferences and skills of each volunteer, this way the volunteers feel more accomplished.

## Market

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A key part of any business plan is the Market analysis, that will allow knowing if the company will be successful or not.

For that some aspects need to be analysed.

### **Target and market groups:**

*Young volunteers* (mainly students from secondary school), who will provide the services

- Identify the number of young people interested in volunteering and the time they have available daily: through surveys in schools
- Identify the best way to reach/attract volunteers: through social media, the company website, posters, flyers, school lectures to inform the students about the company, partnership with other solidarity organizations (for example the Ecos Urbanos Association and nursing homes – Santa Casa da Misericórdia and ACAIS)
- Identify the best volunteer application form: through the site of the company, phone call and others.

*Elderly people*, who will benefit from the services

- ways to reach elderly people: through nursing homes, other solidarity associations, posters.

### **Barriers to entry to the market**

Lack or few volunteers

Indifference from the nursing homes to have volunteers

### **SWOT analysis**

This strategic analysis consists in identifying the strengths, weaknesses, opportunities and threats of the organization. This is an important tool to have a global vision of the organization's elements, to analyse the internal and external environment and to prepare the strategic options.

#### **Internal environment**

**Strengths:** characteristics of the business or project that give it an advantage over others.

**Weaknesses:** characteristics of the business that place the business or project at a disadvantage relative to others.

#### **External environment**

**Opportunities:** elements in the environment that the business or project could exploit to its advantage.

**Threats:** elements in the environment that could cause trouble for the business or project.

## **Financial data**

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The profit made by the company comes from sponsorships, shares and subsidies. Despite the profit aforementioned, the company intends to raise money through several activities during holiday time. The costs made by the company will be essentially in: office stationery, communication and publicity.

	Annual	January	February	March	April	May	June	July	August	September	October	November	December
<b>Revenue</b>													
<b>Shares</b>	150	150											
<b>Donations</b>	3000	400	300	200	200	200	200	350	250	200	300	150	250
<b>Subsidies</b>	2000	150	200	250	100	300	100	250	100	150	100	200	100
<b>Association activities:</b>													
<b>Faffle tickets sold</b>	750	100	200	150	50	200	50						
<b>Chestnut party</b>	350											350	
<b>Carnaval</b>	500			500									
<b>Total</b>	6750	800	700	1100	350	700	350	600	350	350	400	700	350
<b>Expenses</b>													
<b>Office stationery</b>	1300	300	300	200		200		100		50		150	
<b>Communication</b>	480	40	40	40	40	40	40	40	40	40	40	40	40
<b>Publicity</b>	1000	350			150			200		150		150	
<b>Total</b>	2780	690	340	240	190	240	40	340	40	240	40	340	40
<b>Monthly costs</b>	3970	110	360	860	160	460	310	260	310	110	360	360	310